

Message Text

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TO ALL DIPLOMATIC AND CONSULAR POSTS

UNCLAS STATE 192306

INFORM CONSULS

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: CONGRESSIONAL SUBCOMMITTEE REPORT ON U.S. EXPORT
PROMOTION PROGRAM

REF: TOKYO 12184

1. DEPARTMENT HAS PREPARED FOLLOWING MATERIAL FOR USE AS
PRESS BACKGROUND AND GUIDANCE.

BACKGROUND.

THE REPORT RECENTLY APPROVED BY THE HOUSE COMMITTEE ON
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GOVERNMENT OPERATIONS WAS PREPARED BY THAT COMMITTEE'S
SUBCOMMITTEE ON COMMERCE, CONSUMER AND MONETARY AFFAIRS
FOLLOWING LEGISLATIVE OVERSIGHT HEARINGS HELD BY THE SUB-
COMMITTEE ON MARCH 22 AND 23, 1977 REGARDING THE QUOTE
EFFICIENCY, ECONOMY AND EFFECTIVENESS UNQUOTE OF U.S.
GOVERNMENT EXPORT PROMOTION PROGRAMS. THESE PROGRAMS ARE
ADMINISTERED JOINTLY BY THE DEPARTMENTS OF STATE AND COM-

MERCE.

DEPARTMENT OF STATE RESPONSE.

THE DEPARTMENT OF STATE HAS NOTED THE REPORT OF THE HOUSE COMMITTEE ON GOVERNMENT OPERATIONS REGARDING U.S. GOVERNMENT EXPORT PROMOTION PROGRAMS. THE DEPARTMENT WILL EXAMINE CLOSELY THE CONCLUSIONS AND RECOMMENDATIONS CONTAINED IN THE COMMITTEE'S REPORT AS THEY REFLECT THE INTEREST AND CONCERN OF THE CONGRESS THAT U.S. GOVERNMENT EXPORT PROMOTION POLICIES AND PROGRAMS EFFECTIVELY ASSIST U.S. FIRMS TO SELL THEIR GOODS AND SERVICES ABROAD. THE DEPARTMENT OF STATE SHARES THE CONCERN OF THE CONGRESS IN WISHING TO ASSURE THE EFFICIENCY, ECONOMY AND EFFECTIVENESS OF U.S. GOVERNMENT EXPORT PROMOTION PROGRAMS AND WILL CONTINUE TO WORK CLOSELY WITH THE CONGRESS AND WITH THE DEPARTMENT OF COMMERCE TO ACHIEVE THESE ENDS.

2. DEPARTMENT ALSO SUPPLIED FOLLOWING QUESTIONS AND ANSWERS FOR PRESS BRIEFING.

Q.1. CRITICISMS IN THE REPORT ARE LEVIED AT BOTH STATE AND COMMERCE REGARDING THE EXPORT PROMOTION PROGRAMS OF THE U.S. GOVERNMENT. WHAT STEPS DOES THE DEPARTMENT INTEND TO TAKE TO ASSURE THAT THESE PROGRAMS ARE IMPROVED?

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A. IN JANUARY, 1977 THE STATE DEPARTMENT COMPLETED A JOINT EVALUATION WITH THE COMMERCE DEPARTMENT CONTAINING SPECIFIC RECOMMENDATIONS TO IMPROVE THE EFFECTIVENESS OF OUR EXPORT PROMOTION PROGRAMS. WE INTEND TO CONTINUE TO WORK CLOSELY WITH CONGRESS AND THE COMMERCE DEPARTMENT IN IMPLEMENTING THESE RECOMMENDATIONS, WHERE APPROPRIATE, AS WELL AS THOSE OF THE COMMITTEE REPORT.

Q.2. THE DEPARTMENT OF STATE IS CRITICIZED IN THE REPORT FOR PERSONNEL PRACTICES AND ATTITUDES WHICH TEND TO DOWNGRADE THE COMMERCIAL FUNCTION WITHIN THE FOREIGN SERVICE WITH THE RESULT THAT OVERALL EXPORT PROMOTION PROGRAMS ARE ADVERSELY AFFECTED. WHAT DOES THE DEPARTMENT INTEND TO DO IN THIS REGARD?

A. THE DEPARTMENT INTENDS TO PURSUE ITS GOALS OF ASSURING EQUAL CAREER OPPORTUNITIES FOR ECONOMIC-COMMERCIAL OFFICERS WITHIN THE FOREIGN SERVICE. THE DEPARTMENT'S POLICY WITH RESPECT TO THE COMMERCIAL ACTIVITIES OF THE FOREIGN SERVICE HAS BEEN TO INTEGRATE ECONOMIC AND COMMERCIAL WORK TO ASSURE THAT FOREIGN SERVICE OFFICERS ARE EXPOSED TO AS BROAD A SPECTRUM AS POSSIBLE OF WORK EXPERIENCE, THEREBY

ENHANCING THEIR PERSONAL CAREER DEVELOPMENT AND PROFESSIONAL EFFECTIVENESS.

Q.3. WHAT STEPS DOES THE DEPARTMENT INTEND TO TAKE TO ASSURE THAT ITS RESOURCES ARE USED TO SERVICE PROPERLY COMMERCE'S PROGRAMS ABROAD?

A. WE WILL CONTINUE TO IMPROVE OUR MANAGEMENT TOOLS--THE COUNTRY COMMERCIAL PROGRAMS (IN MAJOR OVERSEAS MARKETS) AND COUNTRY ACTION PROGRAMS (IN LESS IMPORTANT MARKETS) TO IMPROVE SERVICE, AND TO WORK CLOSELY WITH COMMERCE IN ALL RESPECTS.

Q.4. DOES THE STATE DEPARTMENT SUPPORT THE RECOMMENDATION UNCLASSIFIED

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CONTAINED IN THE REPORT THAT TRADE CENTERS SHOULD BE CLOSED AND THAT INCREASED EMPHASIS SHOULD BE GIVEN TO THE ESTABLISHMENT OF INTERNATIONAL MARKETING CENTERS SIMILAR TO THAT IN COLOGNE, GERMANY?

A. THE DEPARTMENT SUPPORTS THE TRADE CENTER CONCEPT AS A MEANS FOR PROMOTING U.S. EXPORTS AND BELIEVES THAT BOTH STATE AND COMMERCE SHOULD WORK CLOSELY IN EVALUATING AND MODIFYING THIS PROGRAM, AS APPROPRIATE, WITH A VIEW TO ASSURING ITS EFFECTIVENESS. THE DEPARTMENT BELIEVES THAT, IN COOPERATION WITH THE DEPARTMENT OF COMMERCE, WE SHOULD EXPLORE ALL ASPECTS OF OUR EXPORT PROMOTION PROGRAMS, INCLUDING TRADE CENTERS, TO DETERMINE HOW BEST TO MAKE OPTIMUM USE OF OUR TRADE PROMOTION RESOURCES IN SUPPORTING THE EXPORT INTERESTS OF U.S. BUSINESS.

3. DEPARTMENT WILL POUCH COPY OF COMMITTEE REPORT TO CCP AND TRADE CENTER POSTS AS SOON AS COPIES ARE AVAILABLE. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
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